



An Official Publication of the Minnesota Automobile Dealers Association

**Minnesota Dealer Outlook** is the quarterly magazine published by the Minnesota Automobile Dealers Association. It includes timely topics relevant to franchised car and truck dealers, as well as the latest industry sales data.

Key decision makers at Minnesota's dealerships receive and read **Minnesota Dealer Outlook**.

Don't miss out on an opportunity to promote your products and services to this lucrative demographic. **Minnesota Dealer Outlook** advertisers are guaranteed to gain name and product recognition amongst this influential audience.

**GROW YOUR BUSINESS WITH US!**

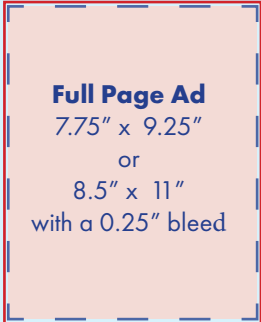
**Get ready for growth. Be seen.**

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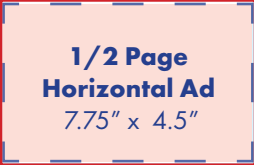
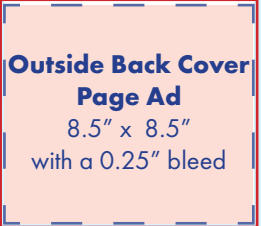
**2022-2023 Print Advertising Rates**

Size	Per Term (4 Issues)	Digital Ad
<b>PREMIUM LOCATIONS - MAGAZINE</b>		
Inside Front Cover	\$ 1510	
Inside Back Cover	\$ 1510	
Centerfold	\$ 1510	
Back Cover	\$ 1510	
<b>PRINT + DIGITAL PREMIUM PACKAGES</b>		
Magazine Full Page Ad + Digital Ad Banner	\$ 1510	+ \$500 per issue
Magazine Full Page Ad + Newsletter Digital Ad Banner	\$ 1510	+ \$500 per issue
<b>FOUR COLOR</b>		
Full Page Ad	\$ 1105	
1/2 Page Ad	\$ 835	

Digital ad formats: jpeg .jpg .png . gif  
 File size: 50KB or smaller  
 Web Banner: 1200 x400 pixels  
 Resolution: 72-150 ppi



(width x height)



SCHEDULE	
Date of Publication	Artwork Deadline
FALL - Oct/Nov	September 20, 2024
WINTER - Feb/Mar	December 20, 2024
SPRING - Apr/May	March 21, 2025
SUMMER - Jul/Aug	June 20, 2025



Minnesota Automobile Dealers Association

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# Purchase an Ad in Minnesota Dealer Outlook

## GROW YOUR BUSINESS WITH US!

Name		Title		Company	
Phone		Email			
Address					
City		State	Zip Code		Country
Website					
Production Contact Name			Production Contact Email		

Print Ad Size	# of Terms (4 issues per)	Total Cost
Inside Front Cover		
Inside Back Cover		
Centerfold		
Back Cover		
Magazine Full Page Ad + Digital Ad Banner		
Magazine Full Page Ad + Newsletter Digital Ad Banner		
Full Page Ad		
½ Page Ad		

**Payment Method:**

- Please Invoice Me
- Payment Included
- Credit Card (please complete below)

CC Number:	
Exp. Date:	
CW Code:	
Signature of Purchaser:	
Date Signed:	

**Ad Design:**  Artwork will change for each publication

Run the same artwork for each publication for the duration of the contract



- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as an excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.